MERIT!

'Enriched Flavor' process prompts unprecedented response to taste of new low tar MERIT.

Smokers are talking about a new kind of cigarette.

It's MERIT. The remarkable new low tar cigarette made with the 'Enriched Flavor'™ process.

MERIT has only 9 mg. tar. One of the lowest tar levels in smoking today. Yet, taste tests proved that MERIT delivers as much—*or more*—flavor than cigarettes having up to 60% more tar.

If you smoke, you'll be interested in what people like yourself are writing to us about MERIT.

"Are you sure Merit is a low tar cigarette? It is the best I've ever smoked. It has all those good things other cigarettes promise."

—Mrs. Robin Kay Willoughby
Hollywood, California

"Thanks to all of you for discovering 'enriched flavor!"

—Sheldon M. Weisman
Dallas, Texas

"For years I was convinced you couldn't have low tar and taste. Thanks for proving me wrong."

—F. W. Hammerschmidt
Amityville, Long Island, New York

"When I saw the tar and nicotine contents I was amazed."

—Mrs. F. Summitt
Ft. Lauderdale, Florida

"It's very seldom that a product really impresses me, but Merit filters are great."

—Skip Anderson
Midland, Texas

MERIT and MERIT MENTHOL

"MERIT Menthols provide a very satisfying taste and I am sure I will be smoking this brand from now on."

—Mrs. Margaret Hargen
Memphis, Tennessee

"Whoever finally came up with the cigarette is a genius. Thanks again, all your effort was worth it!!!!!!"

—Mrs. Christine Buzzak
New York, New York

"... After smoking for 25 years and desperately looking for a low tar cigarette that tastes like a cigarette, EUREKA—MERIT!"

—Elaine Turiano
New Brunswick, New Jersey

"I've tried other low tar brands as they came on the market, but they all lacked something. Merit has that something the others lacked."

—O. E. Noble
Orlando, Florida

"...I could have told you after the first pack that you have really come up with something."

—Doran Green
Wichita Falls, Texas

"The name MERIT was perfectly warranted. A good thing is hard to find in this day and age, but you sure came up with a winner in my book."

—Mr. Kenneth R. Wilson
Akron, Ohio

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9 mg "tar," 0.7 mg. nicotine av. per cigarette by FTC Method

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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